

Radio City Brings Alive the Power of Radio with the Launch of Version 2.0 of Its 'Rag Rag Mein Daude City' Brand Initiative

A 360- Degree Campaign Comprising of a Newly Launched Brand Film and an On-Air Activation across markets

Mumbai, 15th December 2017: Radio City 91.1FM, India's leading radio network, today announced a refreshed campaign which is a version 2.0 of its brand ideology of '**Rag Rag Mein Daude City**'. With a new brand campaign, Radio City unveiled a brand film, Taxi Driver, which takes listeners on a sensorial journey of the city.

The brand film created in association with Scarecrow Communications, illustrates a blindfolded taxi driver taken through nostalgic parts of Mumbai city and being asked to guess the places he is at. The driver out of his sheer knowledge and local expertise identifies the area only by the sounds, smell and the description. The brand film highlights that the person who has the strongest connect with the city can identify the city not only with their eyes but with ears, taste and other senses. **"Jinki rag rag mein city daudti ho na, woh aankhon se hi nahin, saanson se, zubaan se aur kaano se bhi city dekh lete hain.**

In tandem with the refreshed messaging, Radio City launched an on-air activity, '**Kano Se Pehchano City**', across Hindi speaking markets. Radio City will groove to a refreshed stationality tune that will take the listeners on a city tour. The on-air campaign will witness, Radio City RJs visiting the various nooks and corners of the city, describing the place along with its sounds and asking listeners to identify the location in their respective cities. With this new campaign, Radio City focuses on being synonymous with local culture, sights and sounds in inimitable Radio City style.

The 360-degree campaign aims to highlight the power of radio and convey the message of Radio City's micro local approach and elevate their positioning of knowing the city the best.

Commenting on the launch of the brand campaign, **Mr. Abraham Thomas, CEO, Radio City** said, "The new brand campaign is an attempt to highlight the power of radio as an experiential medium building a very strong imagery in the minds of the consumer. The campaign also showcases that radio is a theatre of the mind that transcends beyond being just a mere audio medium. The campaign seamlessly resonates what our brand stands for and we are hopeful that it will further help drive synergies in every city we are present in."

Commenting on the launch of the brand video, **Manish Bhatt, Founder Director, Scarecrow Communications** said, "It was really a goose bumpy experience for me and my team to write the story of a storyteller who can impeccably describe our city with his eyes closed and yet manages to evoke all our senses. Especially the story for a brand which entertains all our citizens without using visuals for almost two decades."

Launched in 2016, the 'Rag Rag Mein Daude City' campaign touched upon an emotion that binds citizens to their CITY. Radio in its very essence is local just as every city has its unique identity, and it is this sentiment that Radio City takes to the next level by redefining 'local' for India.

The brand video can be viewed at <https://www.youtube.com/watch?v=x6MLlgyJ9Rw&feature=youtu.be>

Production Credits:

Production House – Ananta Flims

Director & Editor - Tathagata Singha

Producer – Rajesh Bhanushali

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 16 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 52.5 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daudet City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 48 other web-stations, through its digital interface, www.radiocity.in.

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

For further details, log on to www.radiocity.in